

IN THE CLAIMS:

1. (Currently Amended) A system conducting cashless business transactions, comprising:

a plurality of fuel dispensers, each dispenser having at least one antenna ~~corresponding to~~ and at least one vehicle ~~motion~~ presence detector ~~associated with the dispenser;~~

a controller adapted to read information from a tag connected to a vehicle when the vehicle is detected by said at least one vehicle ~~motion~~ presence detector and is in proximity to an antenna corresponding to the detector; and

a point of sale computer adapted to receive tag information from the controller and adapted to process the tag information to conduct a cashless business transaction.

2. (Currently Amended) A system conducting cashless business transactions, comprising:

a plurality of dispensers, each dispenser being associated with at least one antenna and at least one vehicle ~~motion~~ presence detector;

a controller adapted to receive a detection notification from a first ~~antenna~~ vehicle presence detector, the first ~~antenna~~ vehicle presence detector being associated with a first dispenser, ~~and corresponding to a first detector~~ and to activate a first antenna in response to the notification;

a tag interrogator connected to the at least one antenna and transmitting an interrogation signal to a tag through the first antenna and adapted to receive information from the tag after the first antenna is activated; and

a point of sale device receiving the information from the tag interrogator and activating the first dispenser.

3. (Previously Presented) The system of claim 2, wherein the information comprises a unique customer identification number.

4. (Previously Presented) The system of claim 2, wherein the information comprises customer frequent purchase information.
5. (Previously Presented) The system of claim 2, wherein the controller is connected to the point of sale device.
6. (Previously Presented) The system of claim 2, further comprising:
a network host for receiving the information from the point of sale device, linking the information to a customer's account, and authorizing a transaction.
7. (Previously Presented) The system of claim 2, wherein the point of sale device activates the first dispenser after a transaction has been authorized.
8. (Previously Presented) The system of claim 2, wherein a transaction is not authorized until a customer enters a personal identification number in the point of sale device.
9. (Previously Presented) The system of claim 2, wherein the tag is a sticker radio frequency identification tag.
10. (Previously Presented) The system of claim 2, wherein before activating the first dispenser the point of sale device validates the tag and offers a customer an option to pay through an account associated with the customer.
11. (Withdrawn) A method for validating a tag, comprising:
receiving tag write data from a point of sale device after a tag detection start message has been sent to the point of same device; and
writing the tag write data into the tag.
12. (Previously Presented) The system of claim 2, wherein data is written to the tag for authentication.
13. (Previously Presented) The system of claim 2, wherein data is written to the tag with information to be carried with the tag for use in future transactions.